GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3382
ANSWERED ON:24.03.2005
EXCESS VIEWING OF TELEVISION BY CHILDREN
Rao Shri Devarakonda Vittal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware that excess viewing of television by children is leading them to diseases such as obesity, behavioural dysfunction, epilepsy and general fatigue as reported in the Hindu dated January 26, 2005;

(b) if so, the steps taken/ to be taken by the Government in this regard;

(c) whether the quality of language used in the TV programmes is not good; and

(d) if so, the steps taken/to be taken by the Government to improve the quality of language in TV programmes?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d) Television viewing habits of children are best regulated through parental guidance and control. However, programmes and advertisements of all TV channels transmitted/re-transmitted through the cable network are required to adhere to the Programme and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.

The Programme Code, inter alia, provides that care should be taken to ensure that programmes meant for children do not contain any bad language or explicit scenes of violence; programmes unsuitable for children must not be carried in the cable service.

Having regard to the concerns expressed in various quarters about the adverse impact of certain kind of broadcasting content, a workshop was organised on 16.02.2005 on content issues on television channels, attended by stakeholders, media heads, educationists, NGOs, cable operators associations, representatives of women`s and consumer organisations etc. The recommendations of the workshop are under examination of the Government